

Message Text

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ACTION NEA-10

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P R 021245Z AUG 76
FM AMEMBASSY TEHRAN
TO USDOC PRIORITY
INFO AMEMBASSY ATHENS
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E.O.11652: N/A

TAGS: BEXP, IR

SUBJ: U.S. HEVAC PARTICIPATION IN SAHO FAIR

REFS: USDOC 12990, TEHRAN 7619

1. EMBOFF HAS CONTACTED FOLLOWING FIRMS RE PARTICIPATION IN SAHO: A. YORK - LOCAL BRANCH OFFICE HAS QUERIED AGENT AND LICENSEE, NEITHER OF WHICH SUFFICIENTLY INTERESTED TO DEFRAY PARTICIPATION FEE. BRANCH OFFICE MANAGER FARSAI, HOWEVER, BELIVES PARTICIPATION WORTHWHILE. BRANCH CAN LEND MANPOWER IF HEADQUARTERS WILLING TO PAY EXPENSES. FARSAI HAS BEEN COMMUNICATING WITH J.L. KNIGHT AT PENNA. HEADQUARTERS. B. FEDDERS - EMBASSY HAS SUPPLIED JOHN WYBRO, MANAGER OF LOCAL JOINT VENTURE PLANT, WITH HEVAC BROCHURES. WYBRO HAS SMALL ADVERTISING BUDGET AND CAN PROBABLY DEFRAY COST IF HEADQUARTERS UNWILLING TO PROVIDE. WYBRO WILL CONTACT HEADQUARERS ON HIS DECISION, AND EMBASSY WILL FOLLOW UP.

C. ARKLA INDUSTRIES - AGENT, MR. ZAHEDI, UNAWARE OF HEVAC. WE HAVE PROVIDED INFO KIT, AND ZAHEDI WILL COMMUNCIATE WITH ARKLA RE SHARING OF COSTS, ETC. EMBASSY WILL FOLLOW UP.

D. CARBORUNDUM - AGENT ADVISES DECISION AND PAYMENT ARE RESPONSIBILITY OF HEADQUARTERS.

E. CULLIGAN - EMBASSY HAS PROVIDED LOCAL LICENSEE, PAKAH
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COMPANY, INFO KIT. MEETING OF BORD SCHEDULED AUGUST 9

AND DECISION ON PARTICIPATION SHOULD BE TAKEN THEN. EMBASSY WILL FOLLOW UP.

F. AIRTEMP DIVISION CHRYSLER - RE SUPPORT FROM AGENT: AGENT WILL PROVIDE BILINGUAL STAFF TO MAN EXHIBIT. WILL ALSO PROVIDE DISPLAY EQUIPMENT, INCLUDING WATER CHILLER MODEL HWW40, ROOM AIR CONDITIONER 16000 ETU, FAN COIL UNIT 300 CFM, PACKAGE AIR CONDITIONER AND HOT AIR FURANCE. ONLY MATERIAL REQUIRED FROM AIRTEMP WOULD BE CATALOGUES. AGENT WILLING TO DEFRAID PERCENTAGE OF COST AND HAS SENT TELEX TO HEADQUARTERS SUGGESTING FORMULA FOR SHARING PARTICIPATION FEE.

G. ITT (TITF EXHIBITOR) - DOUBTFUL BUT WILL DISCUSS PARTICIPATION WITH HEADQUARTERS.

H. BONN HEAT TRANSFER - AGENT, MR. TOUBA, INTERESTED PARTICIPATE USG PAVILION AND WILLING TO SHARE COSTS WITH U.S. FIRM. INFO KIT SUPPLIED.

I. FULLER/ PHILADELPHIA GEAR (ITTF EXHIBITORS REPRESENTED BY SAME AGENT) - DEFINITELY INTERESTED AND WILL CONTACT PARENT COMPANIES. INFO KIT PROVIDED; EMBASSY WILL FOLLOW UP.

J. ROCKWELL (TITF EXHIBITOR) - ONLY RELEVANT PRODUCT IS ROOM AIR CONDITIONERS, AND BRANCH OFFICE MANAGER BELIEVES STAFF INSUFFICIENT TO CONSIDER TWO FAIRS WITHIN SUCH SHORT PERIOD.

K. SINGER (TITF EXHIBITOR) - DOUBTFUL. INFO KIT SENT AND EMBASSY WILL FOLLOW UP.

L. FRIGIDAIRE (TITF EXHIBITOR) - NOT INTERESTED.

M. INGERSOLL RAND (TITF EXHIBITOR) - DOUBTFUL. INFO KIT SENT AND EMBASSY WILL FOLLOW UP.

N. ALLIS CHALMERS AND JOHN MANVILLE (TITF EXHIBITORS) - ALREADY LISTED AS HEVAC PARTICIPANTS.

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2. RECRUITMENT ASSISTANCE REQUESTED NOW COMPLETED EXCEPT FOR FOLLOW UP. WE WERE UNABLE TO CONTACT LOCAL AGENTS FOR FRIEDRICK AIR CONDITIONING, WHIRLPOOL, TPI, AND SUNSTRAND, SINCE NEITHER EMBASSY NOR AMCHAM CAN IDENTIFY THESE AGENTS.

3. SAHO WILL DEFINITELY BE HELD IN PAVILION 6 AND NOT IN PAVILION 5A (LATTER IS SITE OF USA EXHIBIT IN TITF). WE HAVE NO-COST OPTION ON 1200 SQUARE METERS IN PAVILION 6 FOR

HEVAC. SINCE EXHIBIT SYSTEM MUST BE TRANSFERRED FROM PAVILION 5A TO PAVILION 6, CONFIGURATION CAN CERTAINLY BE CHANGED FOR HEVAC. WE ARE PURCHASING 335 ON METER PANELS (USABLE ON BOTH SIDES) AND SUPPORTS WHICH WILL ALLOW FOR MULTIPLICITY OF CONFIGURATION POSSIBILITIES. FOR EXAMPLE, IF TITF FLOOR PLAN IS USED, SYSTEM WILL ACCOMMODATE 25 4X5 METER BOOTHS, TWO 3X7 METER BOOTHS AND FIVE 6X5 METER BOOTHS. IF STANDARD USDOC 3X4 AND 3X5 METER BOOTHS ARE DESIRED, SYSTEM CAN ACCOMMODATE 40 OR MORE BOOTHS.

4. TC DIRECTOR FORWARDING PAVILION 6 ARCHITECTURAL PLAN, SAHO CONTRACT FORMS AND BROCHURES.

5. RESERVATIONS FOR MATHES, SLIWICKI AND KATZ AT SEMIRAMIS, EMBASSY CARS WILL MEET.
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